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Filing date: **06/16/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91176791
Party	Defendant MATTEL, INC.
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Submission	Testimony For Defendant
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Date	06/16/2009
Attachments	Trial Declaration of Raymond Adler Vol. 2.pdf (54 pages)(7358775 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Application Serial No. 78/751,105
Published for Opposition in the OFFICIAL GAZETTE on December 12, 2006

UMG RECORDINGS, INC.

Opposition No.: 91176791

Opposer

v.

MATTEL, INC.

Applicant

TRIAL DECLARATION OF RAYMOND ADLER

Exhibit B, Vol. 1 of 2

Exhibit B



collector guide

APP 00001.001

Welcome to the 2006 ***Collection!***

This book contains everything you need to know to collect all of the 2006 Hot Wheels® models. We'll show you how to collect by segment and by month with color photos of all of the segment series models! There are also tips for collecting as well as valuable coupons inside!

APP 00001.002

2006 First Editions™ Series #01-38

T-Hunt® Series #39-50

Segment Series #51-110

Track Aces™ Series #111-122

APP 00001.003

HOW TO COLLECT:

It's never been easier or more fun to collect Hot Wheels® cars! We've divided up the line into 2006 First Editions™ (new models), 12 different segment series, 12 Track Aces™ models and 12 highly collectible T-Hunt® vehicles! Every month look for 3 new models, 1 new segment series of 5 vehicles, 1 Track Aces™ vehicle and 1 T-Hunt® vehicle — if you can find it!!! See how far you have left to go to collect 'em all!

APP 00001.004

HOW TO COLLECT:

Every 2006 Hot Wheels® model has a collector number so you can easily keep track of what you have and what's left! There are 223 total vehicles in the 2006 line and you can use this book to help keep track of your checklist.



APP 00001.005

2006 First Editions™

These are some of the most special cars that are created in the Hot Wheels® line each year. They mark the first time a model is ever introduced into the Hot Wheels® line! This year, there are 38 new models to collect, with about 3 new models to look for every month. Follow along and collect all of the 2006 First Editions™ models for 2006!



APP 00001.006

 **2006 First Editions™**



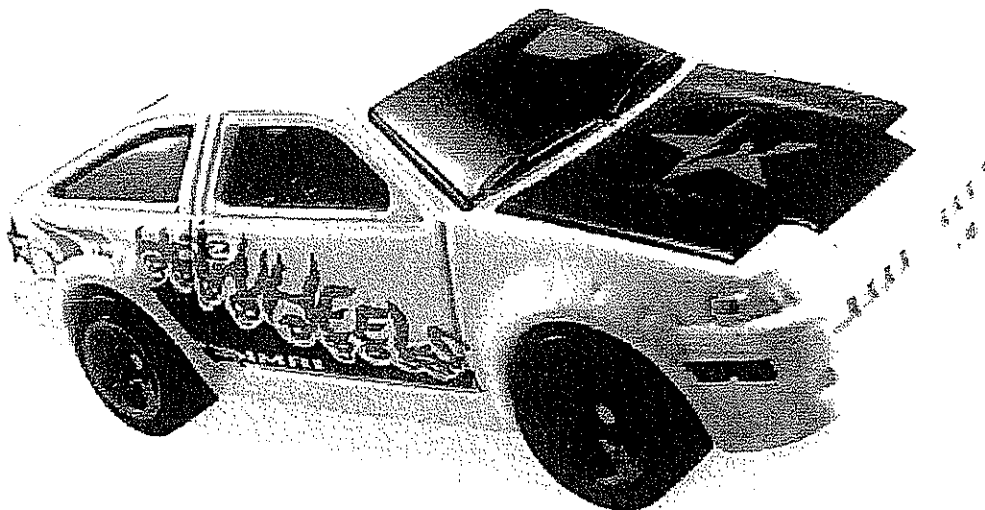
☐ '70 Plymouth® Superbird #001

January - February

APP 00001.007

January = February

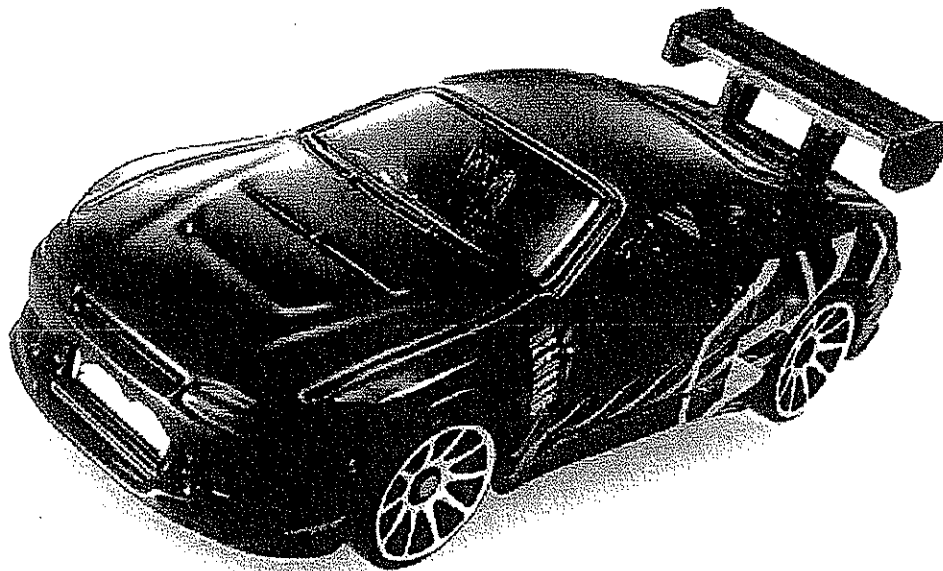
2006 First Editions™



☐ Toyota AE-86 Corolla #002

APP 00001.008

 **2006 First Editions™**



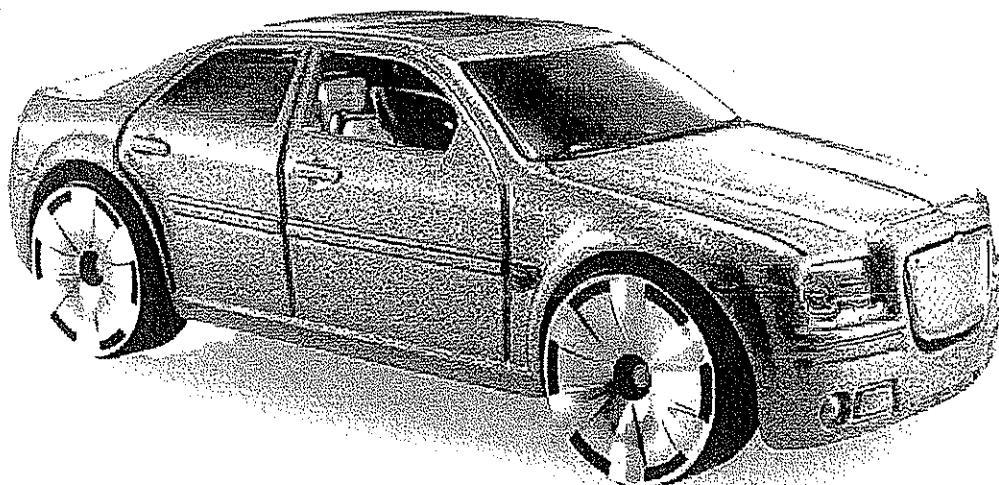
☐ Nissan Silvia S15 #003

January - February

APP 00001.009

January = February

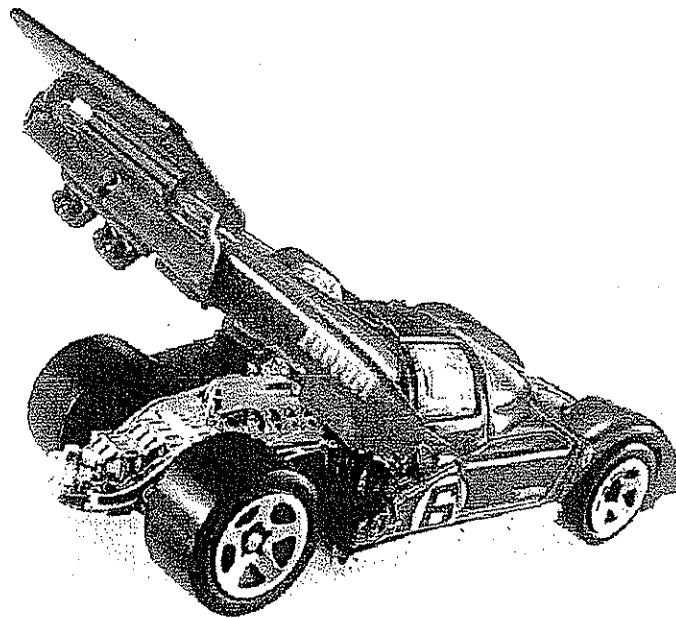
2006 First Editions™



☐ Chrysler® 300C® Hemi® #004

APP 00001.010

 **2006 First Editions™**



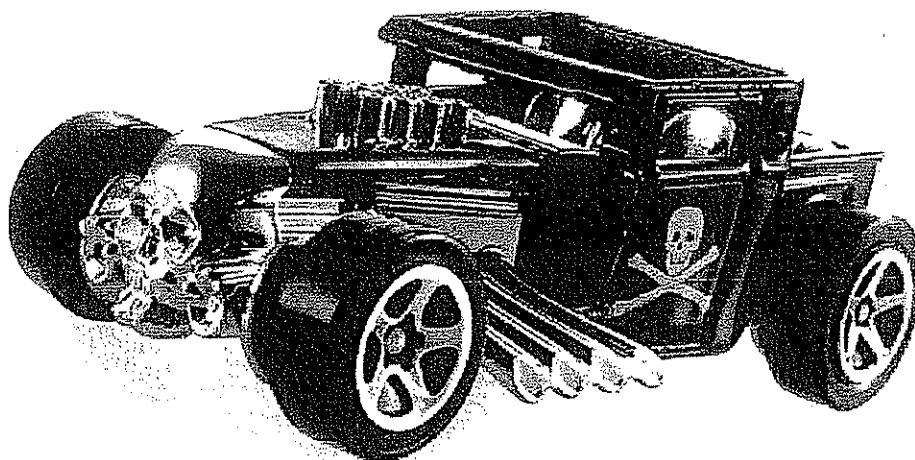
☐ Ferrari 512 M #005

January - February

APP 00001.011

January-February

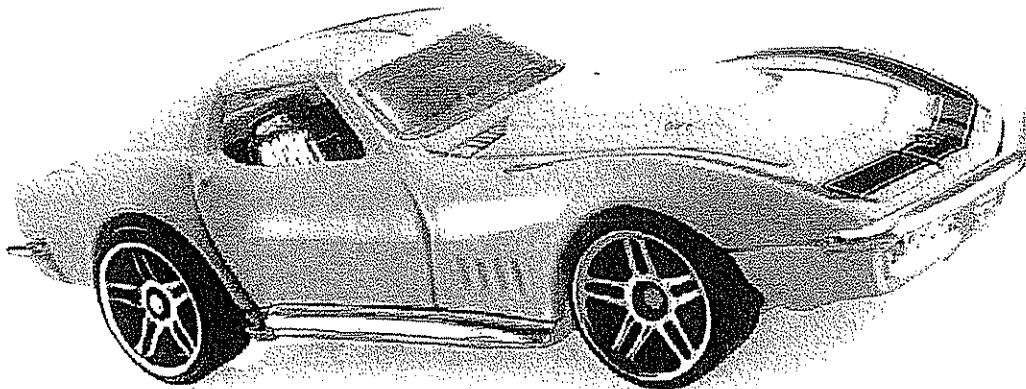
2006 First Editions™



☐ **Bone Shaker™ #006**

APP 00001.012

 **2006 First Editions™**



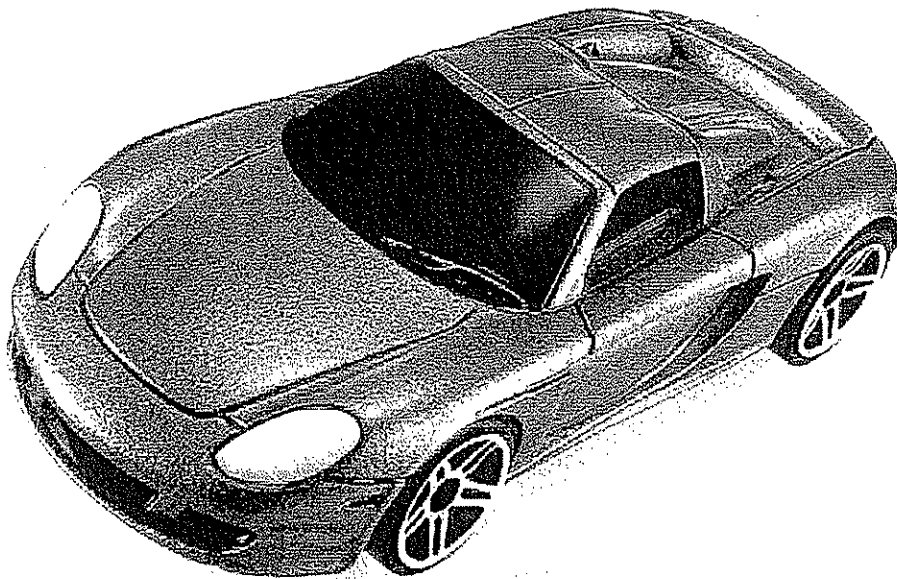
☐ '69 Corvette® ZL-1™ #007

March - April

APP 00001.013

 **2006 First Editions™**

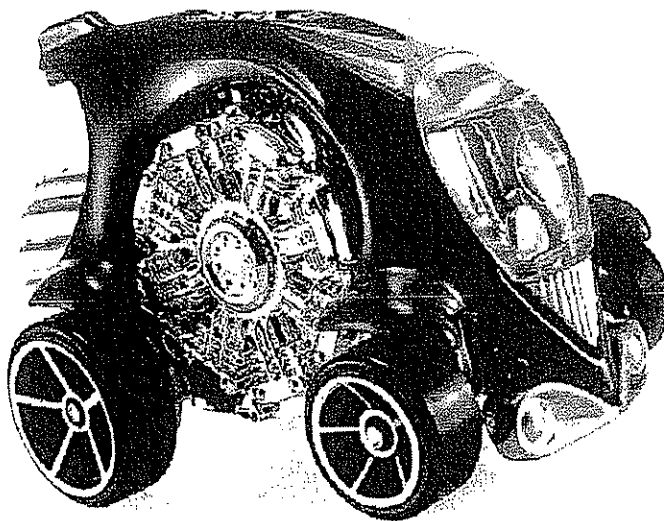
March-April



☐ Porsche Carrera GT #008

APP 00001.014

 **2006 First Editions™**



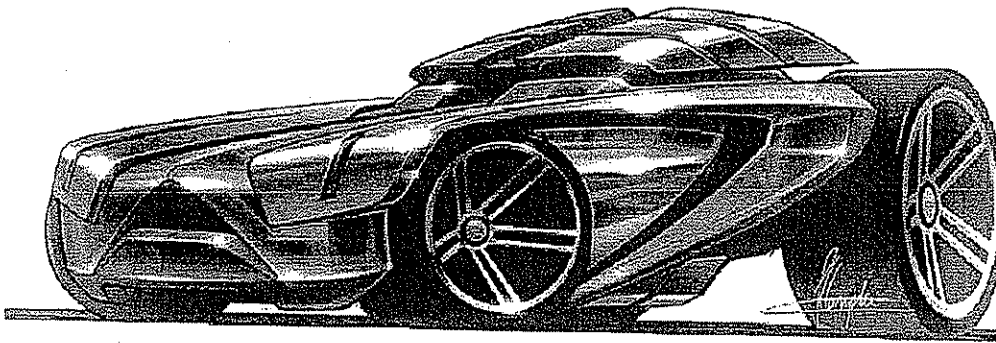
☐ Cyclops™ #009

March - April

APP 00001.015

 **2006 First Editions™**

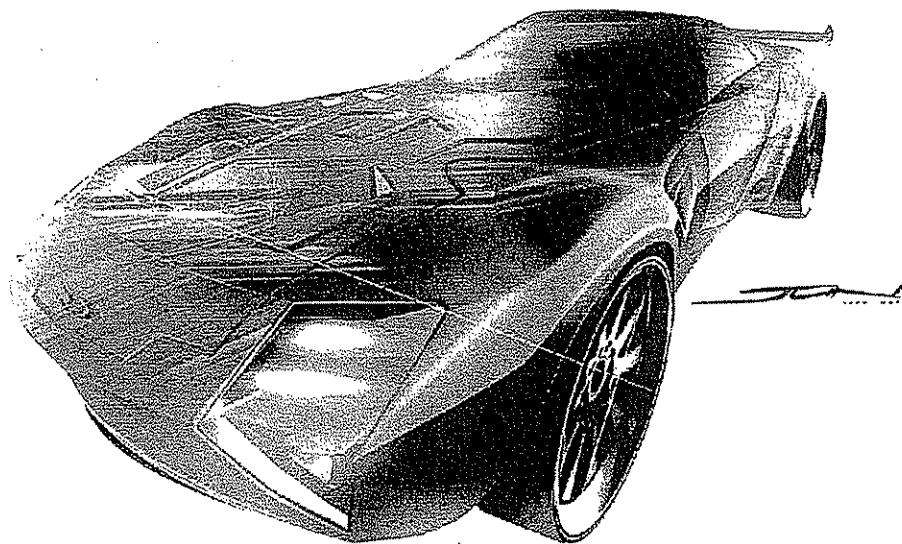
March - April



☐ **Pharodox™ #010**

APP 00001.016

 **2006 First Editions™**



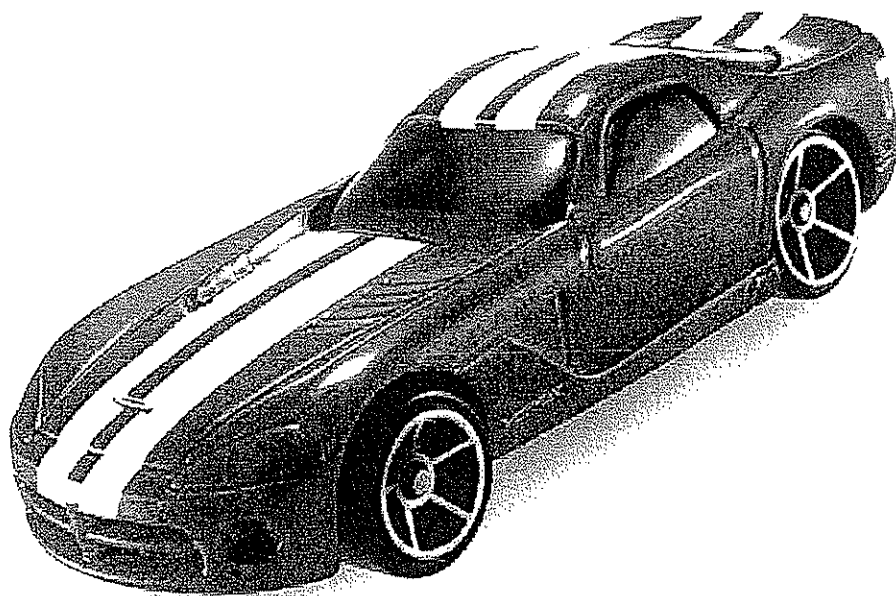
☐ Nerve Hammer™ #011

March - April

APP 00001.017

March - April

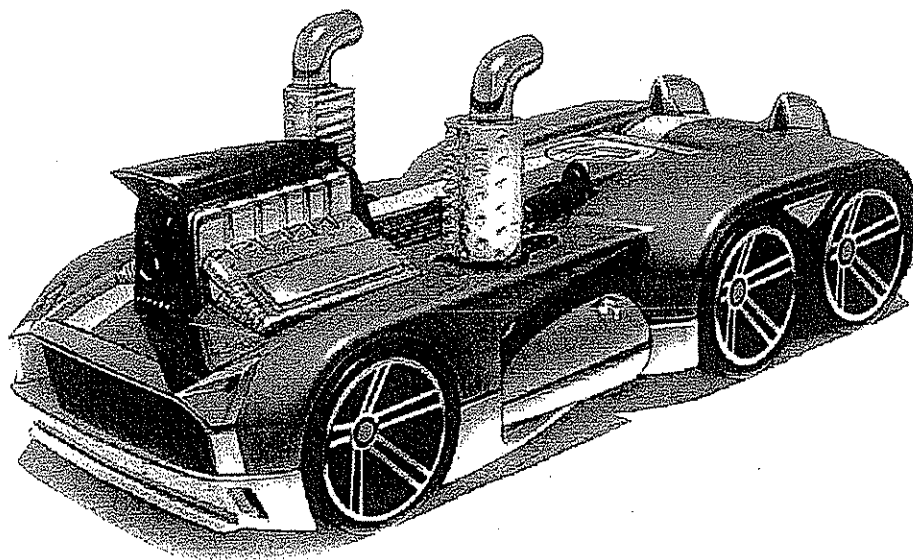
2006 First Editions™



□ 2006 Dodge Viper Coupe #012

APP 00001.018

 **2006 First Editions™**



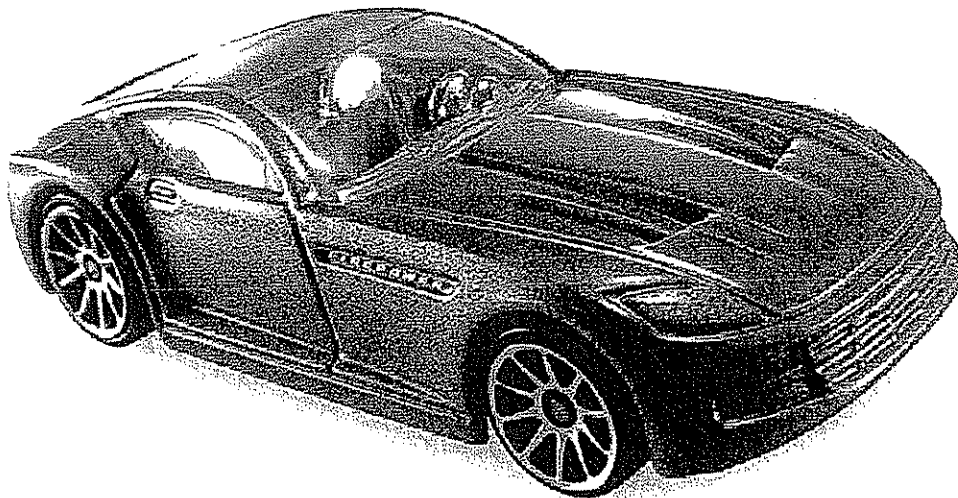
□ Semi-Psycho™ #013

March - April

APP 00001.019

 **2006 First Editions™**

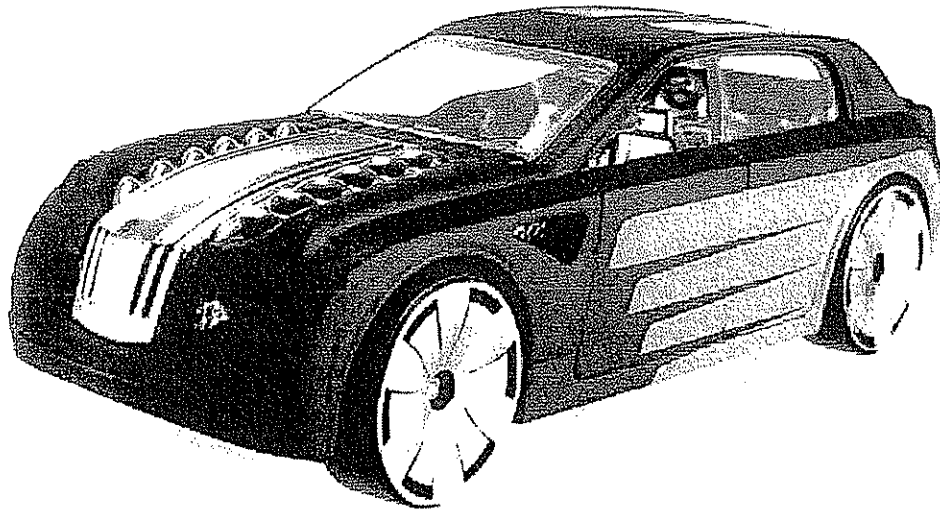
May-June



☐ Chrysler® Firepower Concept #014

APP 00001.020

 **2006 First Editions™**



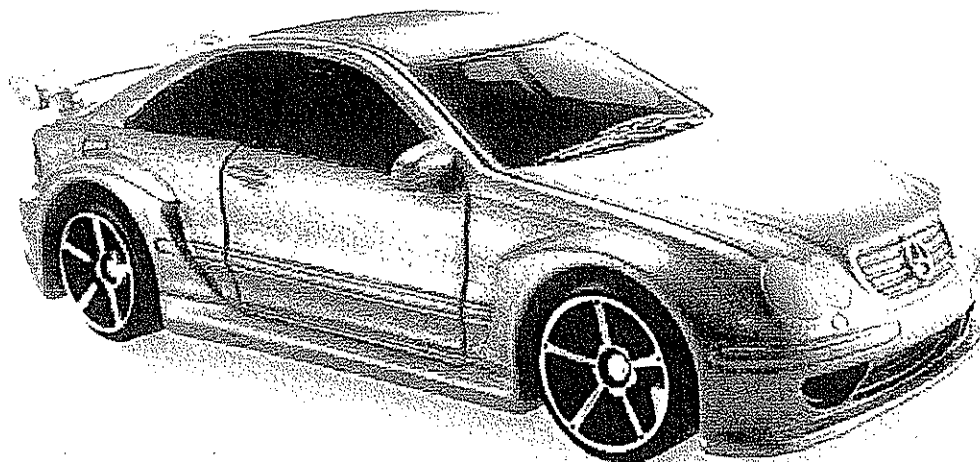
☐ Unobtanium 1™ #015

May-June

APP 00001.021

 **2006 First Editions™**

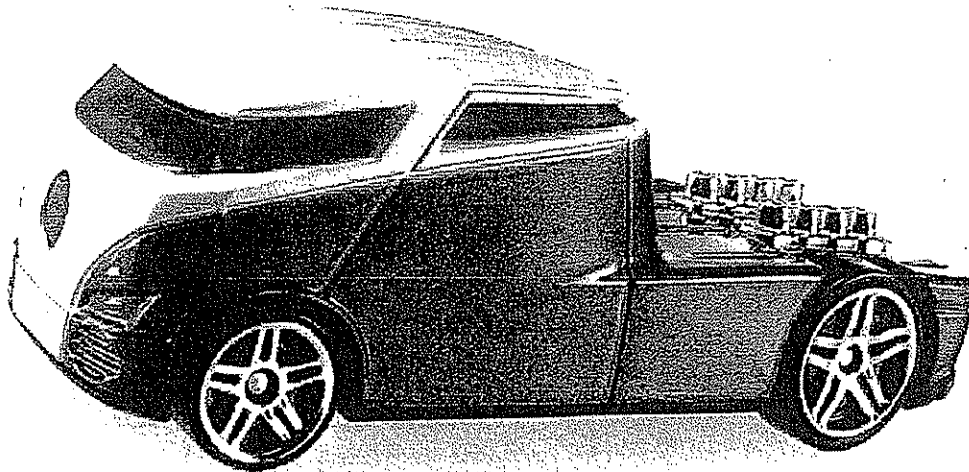
May-June



☐ **AMG Mercedes-Benz CLK DTM #016**

APP 00001.022

 **2006 First Editions™**



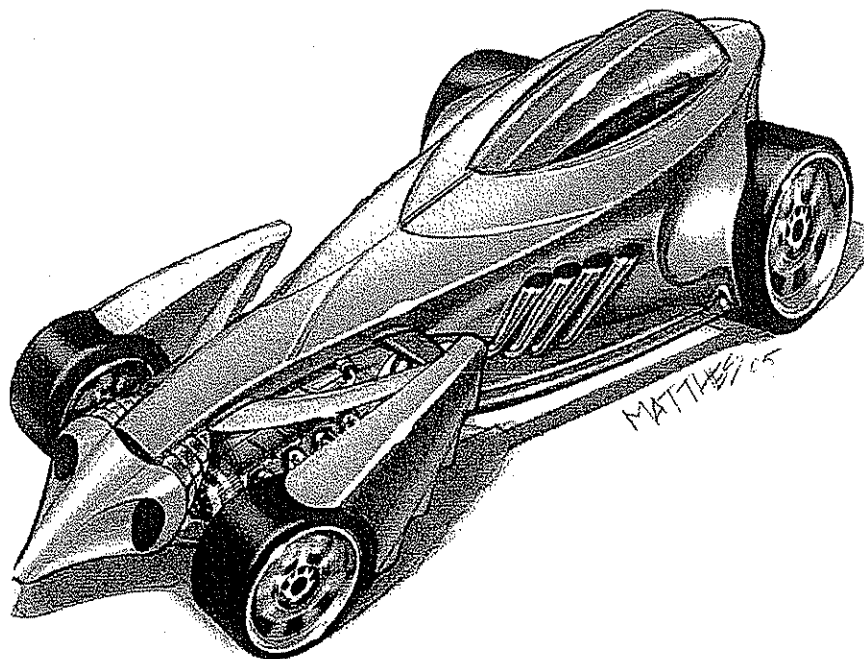
☐ Qombee™ #017

May-June

APP 00001.023

May-June

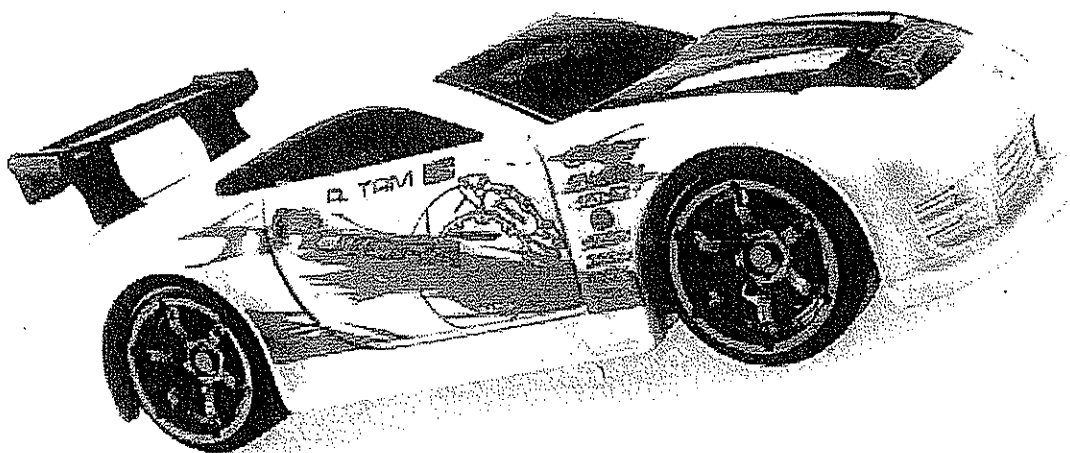
 **2006 First Editions™**



☐ **Preying Menace™ #018**

APP 00001.024

 **2006 First Editions™**



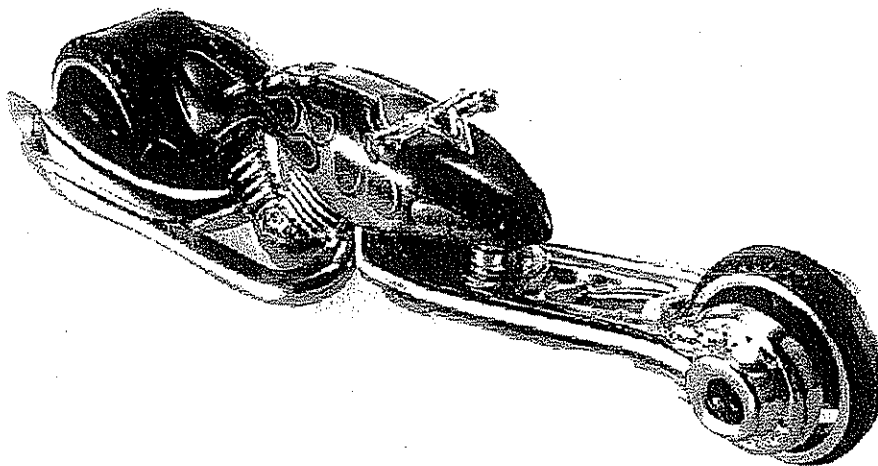
☐ Nissan Z® #019

May-June

APP 00001.025

July-August

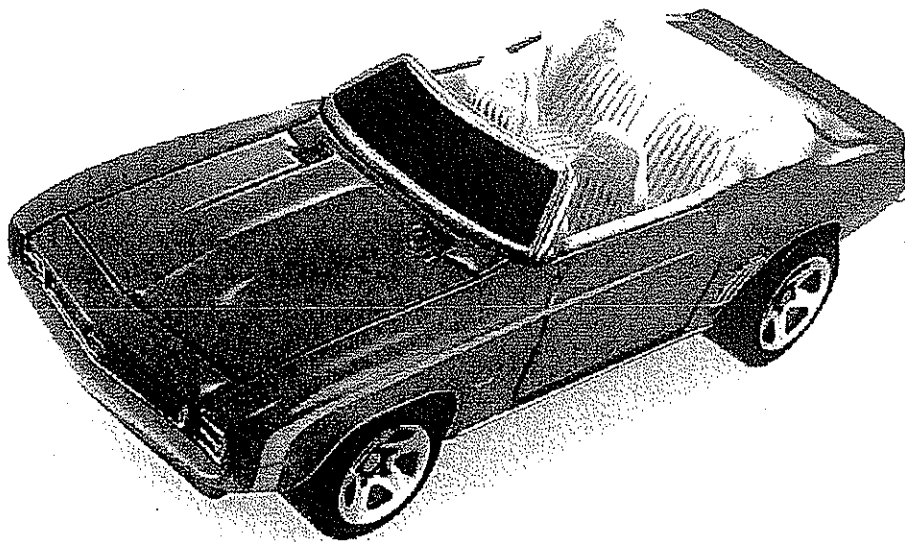
 **2006 First Editions™**



☐ Hammer Sled™ #020

APP 00001.026

 **2006 First Editions™**



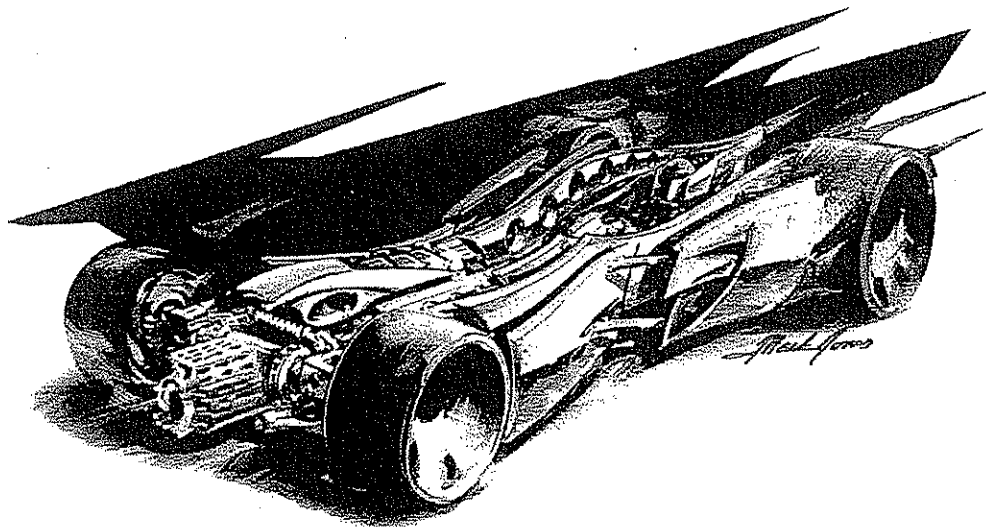
☐ '69 Camaro® Convertible #021

July-August

APP 00001.027

July-August

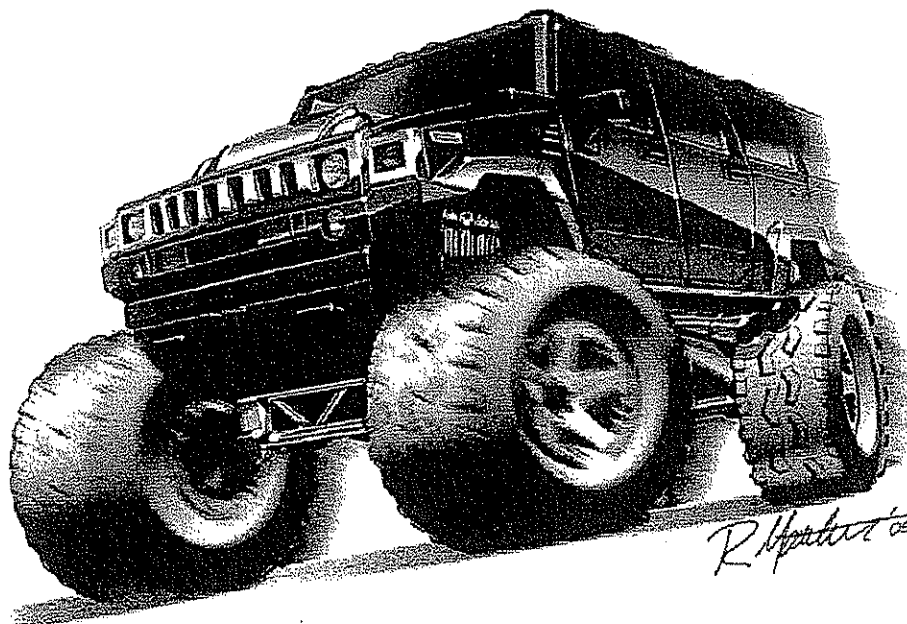
 **2006 First Editions™**



☐ Motoblade™ #022

APP 00001.028

 **2006 First Editions™**



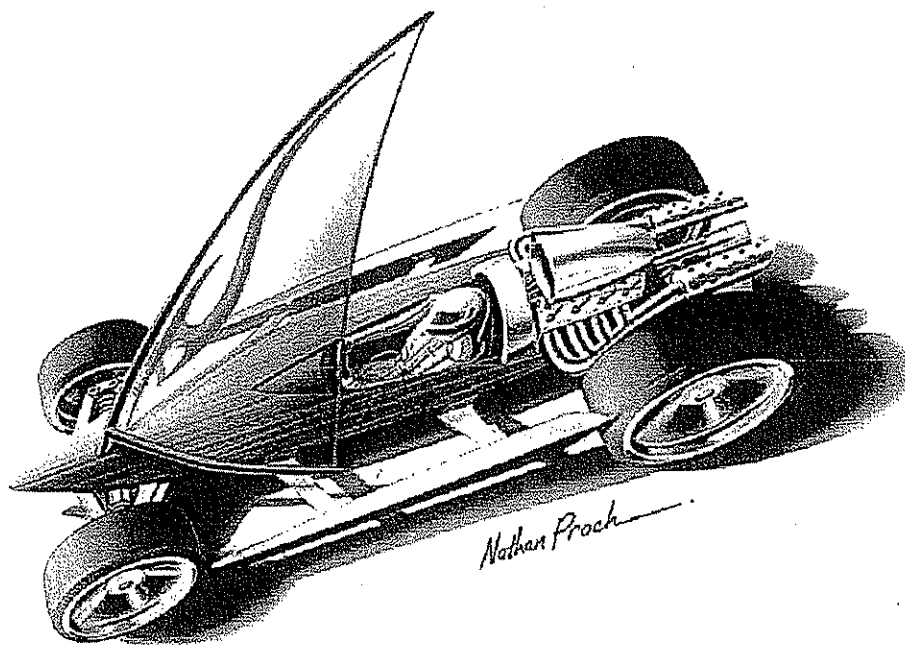
☐ HUMMER® H2™ #023

July-August

APP 00001.029

July-August

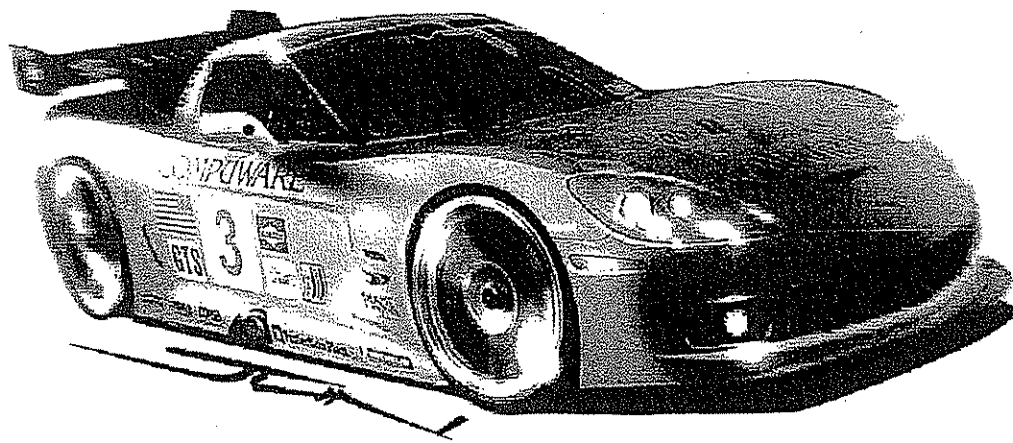
 **2006 First Editions™**



☐ **Bon Voyage™ #024**

APP 00001.030

 **2006 First Editions™**



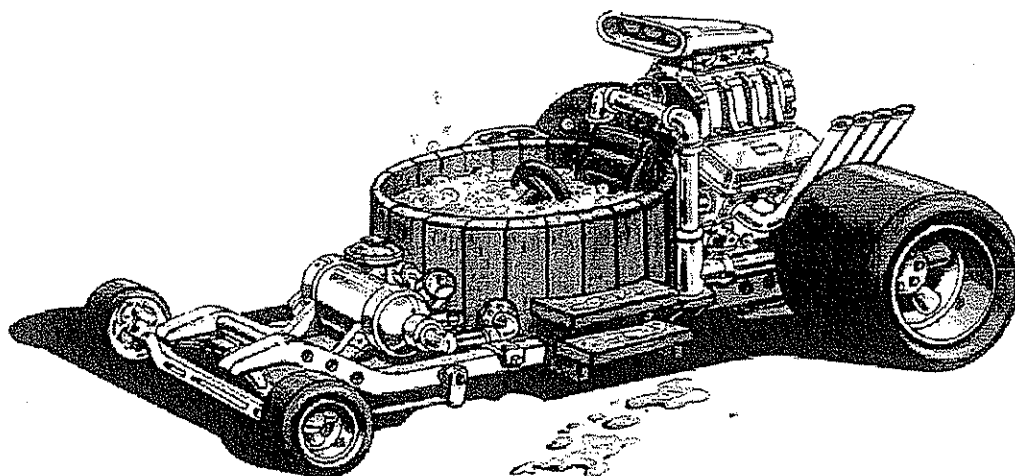
☐ Corvette® C6R™ #025

July-August

APP 00001.031

July-August

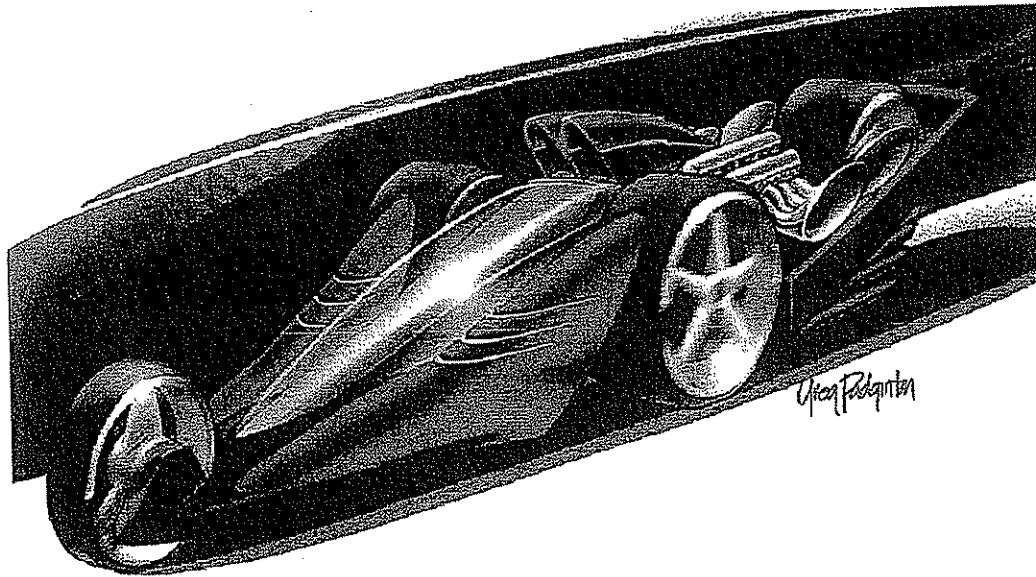
2006 First Editions™



☐ Hot Tub™ #026

APP 00001.032

 **2006 First Editions™**



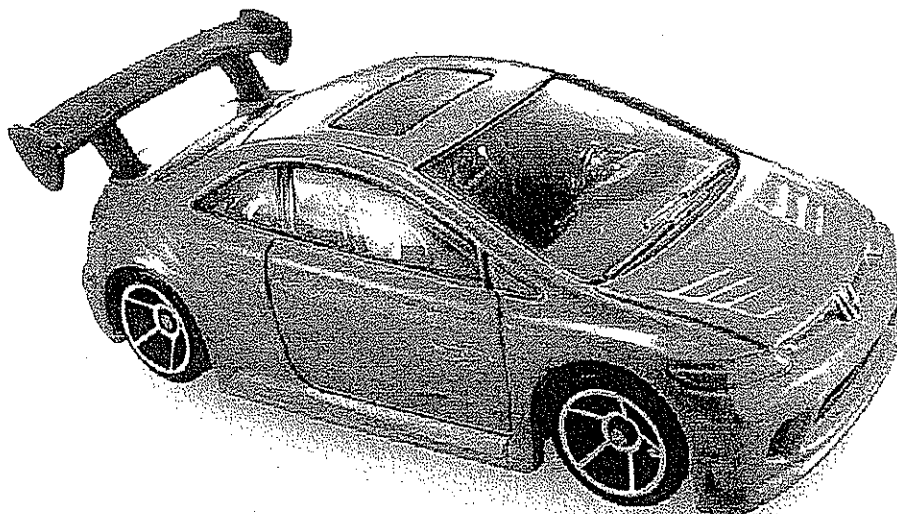
☐ Hot Rod™ #027

September = October

APP 00001.033

September - October

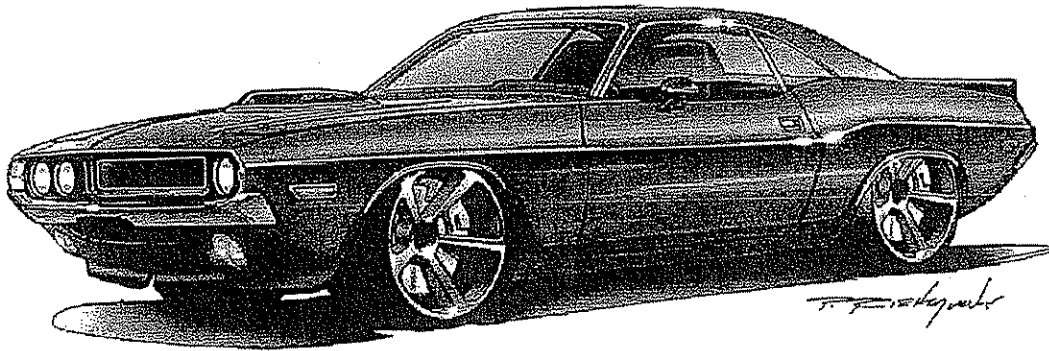
2006 First Editions™



□ Honda® Civic® Si™ #028

APP 00001.034

 **2006 First Editions™**



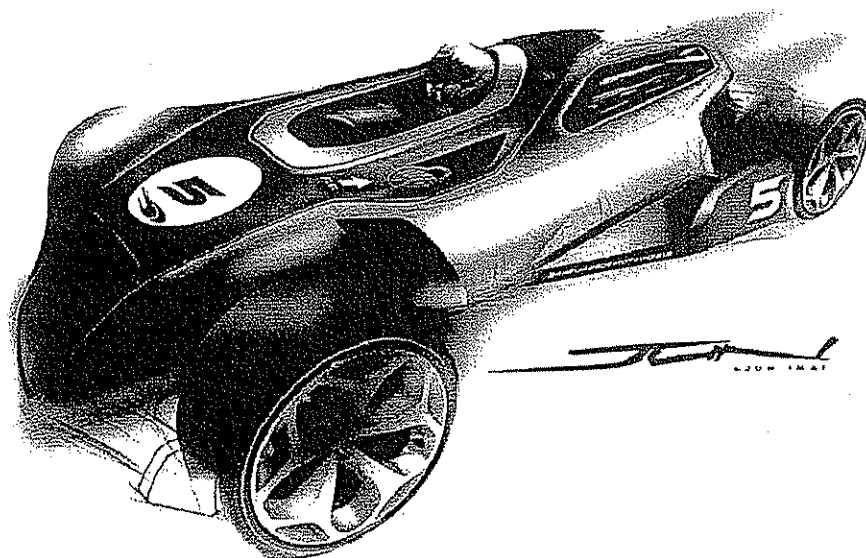
❑ '70 Hemi® Challenger #029

September - October

APP 00001.035

September - October

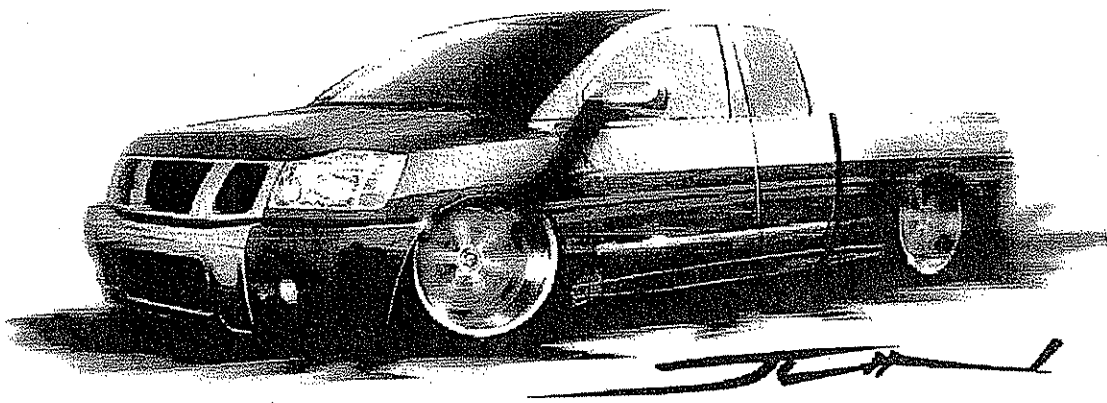
2006 First Editions™



□ Med-Evil™ #030

APP 00001.036

 **2006 First Editions™**



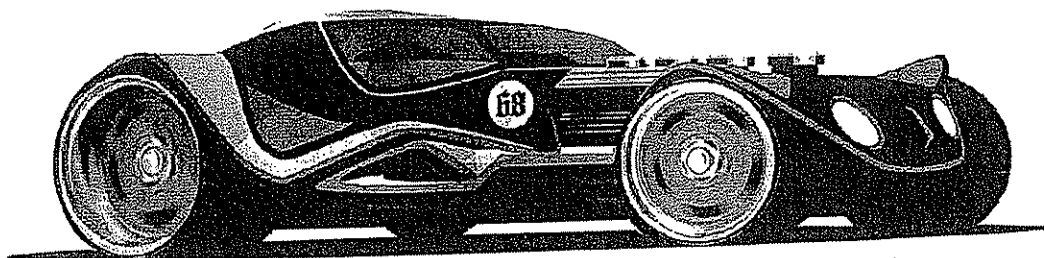
☐ Nissan Titan #031

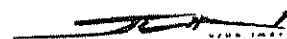
September - October

APP 00001.037

September - October

 **2006 First Editions™**



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☐ Dieselboy™ #032

APP 00001.038

 **2006 First Editions™**



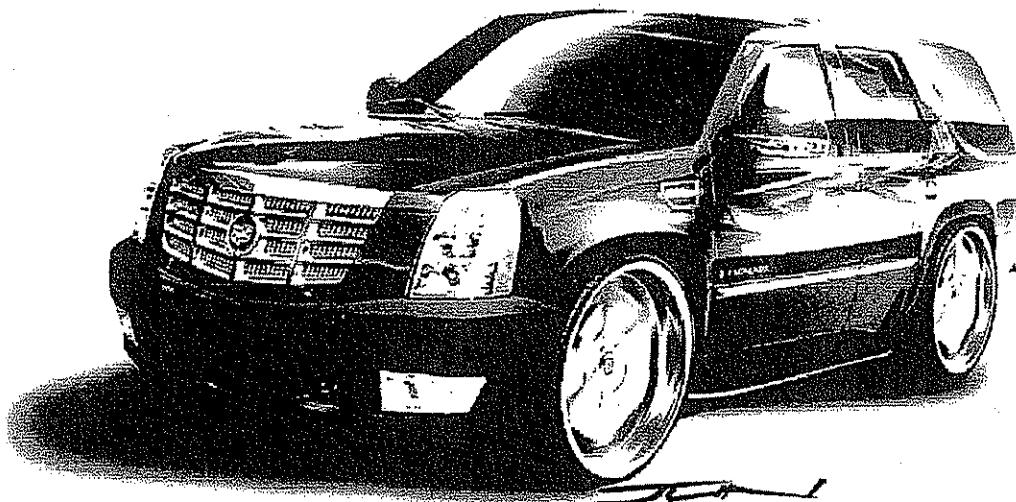
☐ Ferrari F430 Spider #033

November - December

APP 00001.039

November - December

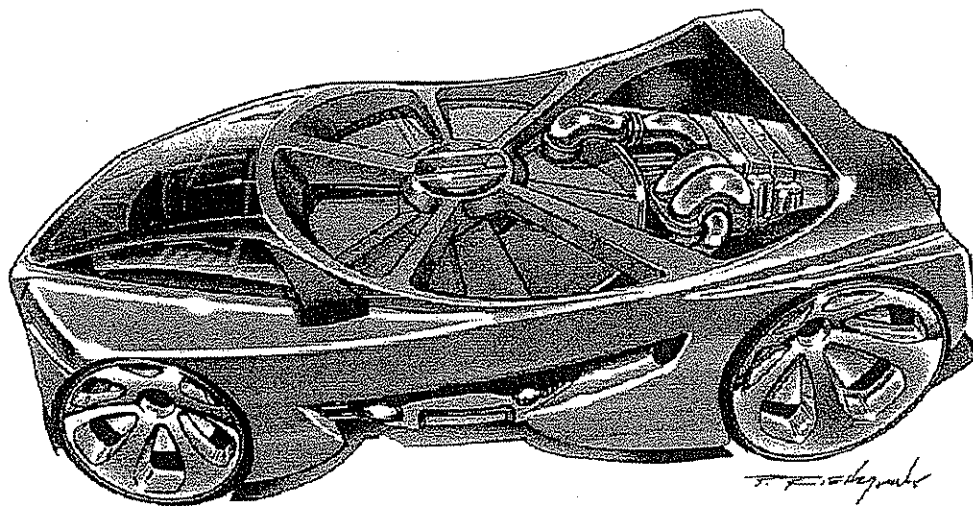
2006 First Editions™



☐ '07 Cadillac® Escalade™ #034

APP 00001.040

 **2006 First Editions™**



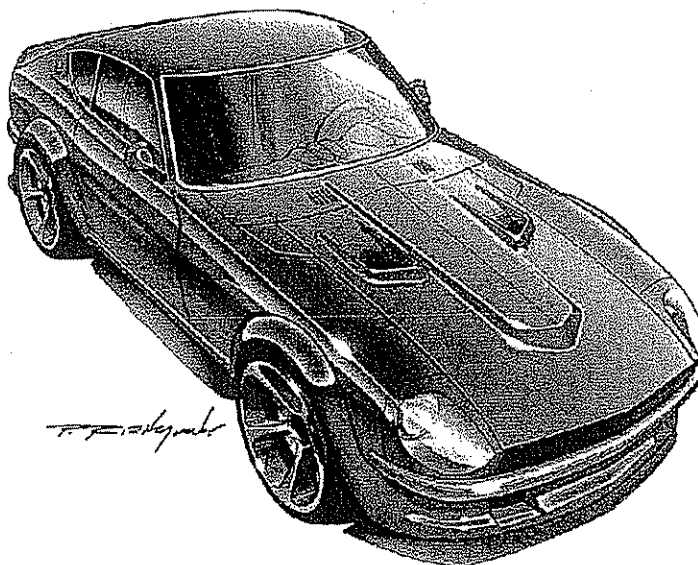
☐ Mega Thrust™ #035

November - December

APP 00001.041

November-December

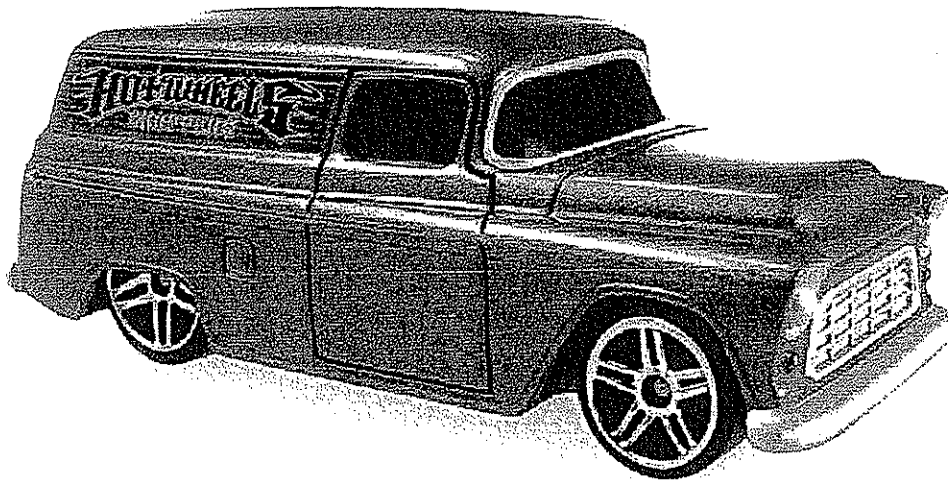
 **2006 First Editions™**



☐ Datsun 240Z #036

APP 00001.042

 **2006 First Editions™**



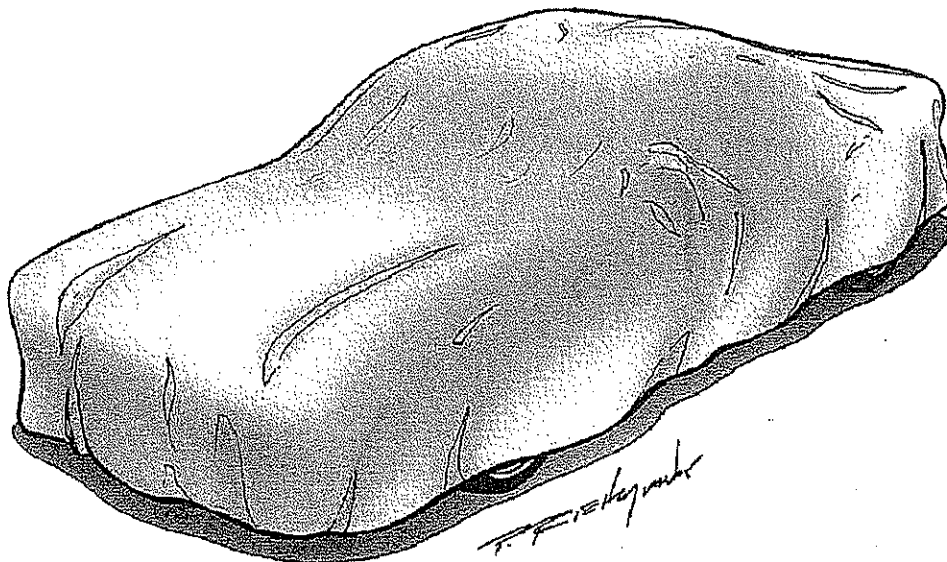
☐ Custom '56 Chevy® Panel #037

November - December

APP 00001.043

November - December

2006 First Editions™



☐ Volkswagen Karmann Ghia #038

APP 00001.044

T-Hunt® Series

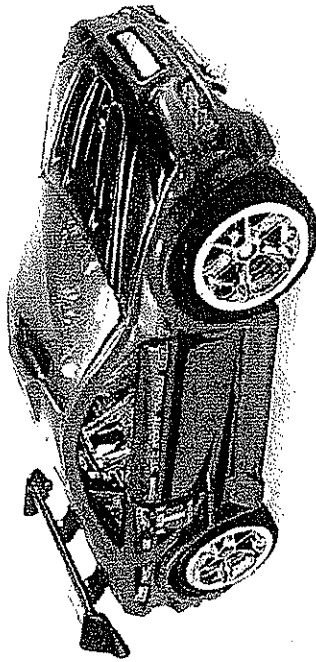
T-Hunt® cars have always been some of the most sought-after Hot Wheels® cars made every year. This is because each one is a limited edition and is available for only a one month period. These also include special 2-piece Real Riders® tires which are not available anywhere else in the mainline. Try and collect the T-Hunt® model each month!



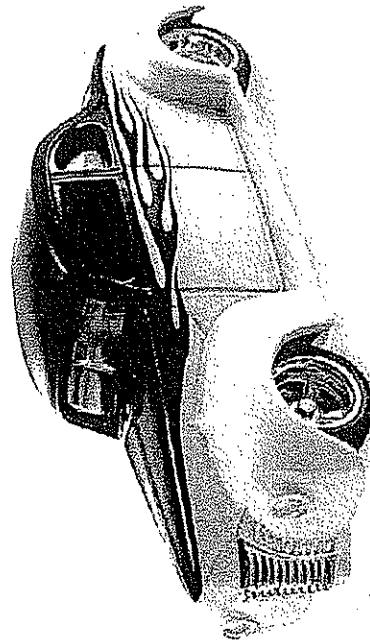
APP 00001.045

January - February

T-Hunt® Series



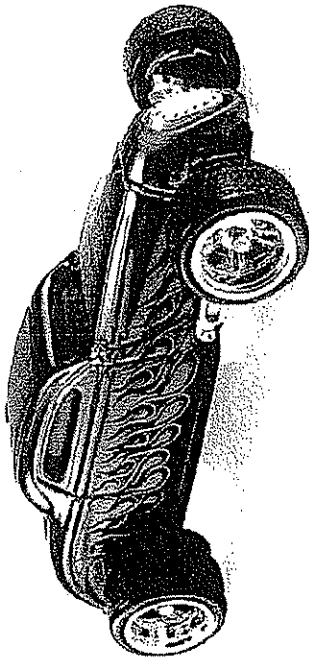
☐ Asphalt Assault® #039



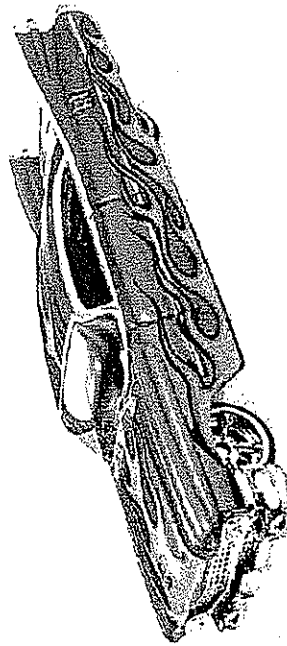
☐ '40 Ford Coupe #040

APP 00001.046

T-Hunt® Series



☐ Sooo Fast® #041



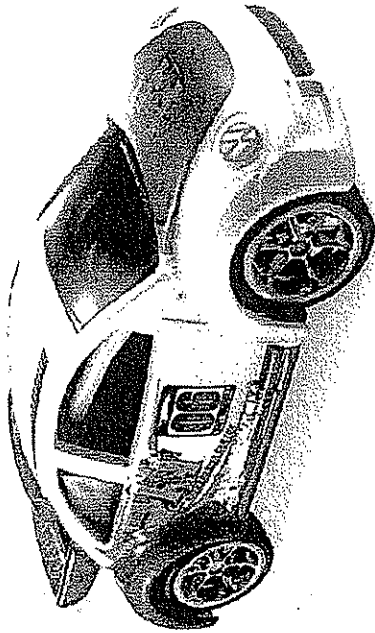
☐ Custom '59 Cadillac® #042

March - April

APP 00001.047

May-June

T-Hunt® Series



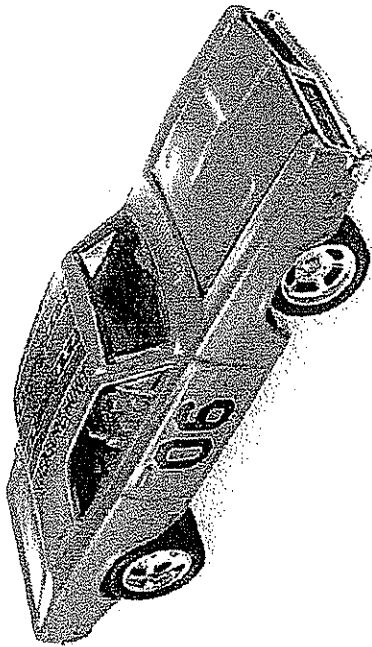
☐ Volkswagen New Beetle Cup #043



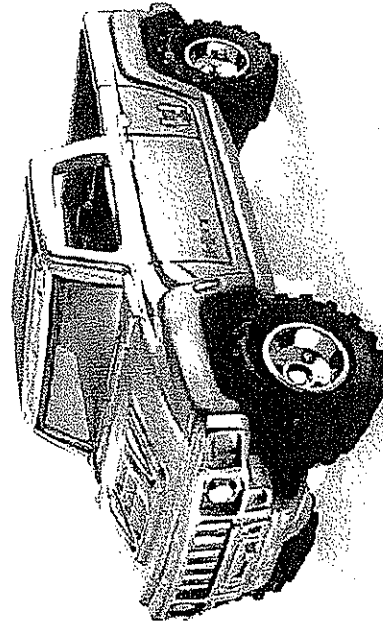
☐ '67 Mustang #044

APP 00001.048

T-Hunt® Series



☐ 1969 Dodge Charger #045



☐ HUMMER® H3T™ #046

July = August

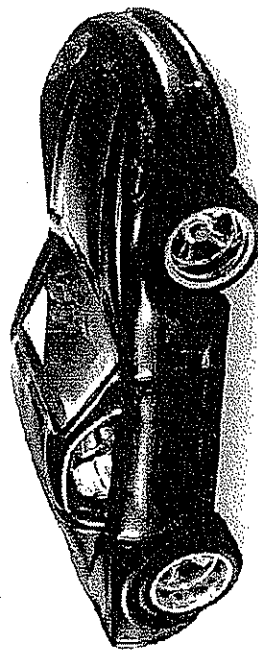
APP 00001.049

September - October

T-Hunt® Series



☐ CUL8R™ #047



☐ Corvette® C6™ #048

APP 00001.050

T-Hunt® Series



☐ Pit Cruiser™ #049



☐ Dairy Delivery™ #050

November = December

APP 00001.051

Segment Series

In 2006, there are 12 segment series to collect!
Each segment series contains a cool theme with
5 different vehicles. Look for a new segment series
every month!



APP 00001.052